

## ORDER



**Orders**  
**Order / Rev:** 69326  
**Alt Order #:** 9854186 /Brad  
**Product Desc:** Americans for Prosperity  
**Estimate:** 72  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 11/02/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Americans for Prosperity  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	34	\$54,250.00	\$46,112.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	34	\$54,250.00	\$46,112.50	0.00
<b>Totals</b>	<b>34</b>	<b>\$54,250.00</b>	<b>\$46,112.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	30%	\$54,250.00
Market	100%	\$180,833.33

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	70%	\$126,583.33
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/01/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	---TF--	1:00	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
Romney															
N 2	WHP	11/01/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	---TF--	1:00	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---TF--		2		\$650.00		0.00					
N 3	WHP	11/01/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	---TF--	1:00	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---TF--		2		\$650.00		0.00					

Advertiser:	Americans for Prosperity
Product Desc:	Americans for Prosperity
Estimate:	72

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	11/01/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	---TF--	1:00	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--		2				\$800.00		0.00			
N 5	WHP	11/01/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	---TF--	1:00	2	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--		2				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/29/12-11/04/12		M-F 7p-730p		7p-730p	---ThF----	1:00		<del>(\$3,000.00)</del>		0.00	NM		
See MG 13.3,13.4,13.5															
[No Avail]															
N 6	WHP	11/01/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	---TF--	1:00	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--		2				\$4,000.00		0.00			
N 7	WHP	11/01/12	11/01/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	1:00	1	\$9,000.00	P-1	0.00	NM	10	\$19,690.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1				\$9,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/29/12-11/04/12		Thu Reg 2		9p-10p	---Th----	1:00		<del>(\$9,000.00)</del>		0.00	NM		
See MG 7.2,7.3,7.4,7.5,7.6,7.7,7.8,7.9															
[Preempted by NSM]															
2	WHP	10/29/12-11/04/12		SEC Prime Game		Various	-----Sa--	1:00		\$2,500.00		0.00	NM		
Ⓜ MG for 10.1,15.1,13.2,7.1															
[MG within Flight]															
3	WHP	10/29/12-11/04/12		SEC Prime Game		Various	-----Sa--	1:00		\$2,500.00		0.00	NM		
Ⓜ MG for 10.1,15.1,13.2,7.1															
[MG within Flight]															
4	WHP	10/29/12-11/04/12		CBS This Morning Saturday		9a-11a	-----Sa--	1:00		\$450.00		0.00	NM		
Ⓜ MG for 10.1,15.1,13.2,7.1															
[MG within Flight]															
5	WHP	10/29/12-11/04/12		CBS This Morning Saturday		9a-11a	-----Sa--	1:00		\$450.00		0.00	NM		
Ⓜ MG for 10.1,15.1,13.2,7.1															
[MG within Flight]															
6	WHP	10/29/12-11/04/12		Face the State		1130a-12p	-----Su	1:00		\$390.00		0.00	NM		
Ⓜ MG for 10.1,15.1,13.2,7.1															
[MG within Flight]															
7	WHP	10/29/12-11/04/12		Fri Reg 1		8p-9p	-----F----	1:00		\$4,000.00		0.00	NM		
Ⓜ MG for 10.1,15.1,13.2,7.1															
[MG within Flight]															
8	WHP	10/29/12-11/04/12		NFL RS Game Early		1p-4p	-----SaSu	1:00		\$8,000.00		0.00	NM		
Ⓜ MG for 10.1,15.1,13.2,7.1															
[MG within Flight]															
9	WHP	10/29/12-11/04/12		Face the Nation		1030a-1130a	-----Su	1:00		<del>(\$1,400.00)</del>		0.00	NM		
Ⓜ See MG 7.10,7.11,7.12															
[Due to Political]															
[Due to Political]															
10	WHP	11/06/12-11/06/12		M-F 11a-12p		11a-12p	-T-----	1:00		\$1,000.00		0.00	NM		
Ⓜ MG for 7.9 11/04															
[MG within Flight]															

Order / Rev: 69326  
Alt Order #: 9854186 /Brad  
Flight Dates: 11/01/12 - 11/06/12

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Product Desc: Americans for Prosperity  
Estimate: 72

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	WHP	11/03/12	11/03/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	1:00	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$1,000.00		0.00						
N 9	WHP	11/03/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	1:00	1	\$950.00	P-1	0.00	NM	1	\$950.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$950.00		0.00						
N 10	WHP	11/03/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	1:00	1	\$1,600.00	P-1	0.00	NM	0	\$0.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WHP	10/29/12-11/04/12		Sat Reg 2	9p-10p		-----Sa--	1:00	(\$1,600.00)		0.00	NM			
See MG 7.2,7.3,7.4,7.5,7.6,7.7,7.8,7.9 [Program Change]															
N 11	WHP	11/03/12	11/03/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$800.00		0.00						
N 12	WHP	11/03/12	11/03/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	1:00	1	\$170.00	P-1	0.00	NM	1	\$170.00
Romney															
N 13	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----SS	1:00	2	\$590.00	P-1	0.00	NM	3	\$6,590.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----SS	2		\$590.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WHP	10/29/12-11/04/12		Sa-Su 6p-630p News Rot	6p-630p		-----SaSu	1:00	(\$590.00)		0.00	NM			
See MG 13.3,13.4,13.5 [Program Change]															
2	WHP	10/29/12-11/04/12		Sa-Su 6p-630p News Rot	6p-630p		-----SaSu	1:00	(\$590.00)		0.00	NM			
See MG 7.2,7.3,7.4,7.5,7.6,7.7,7.8,7.9 [Program Change]															
3	WHP	10/29/12-11/04/12		SEC Prime Game	Various		-----Sa--	1:00	\$5,000.00		0.00	NM			
Ⓜ MG for 5.2,19.1,13.1 [MG within Flight]															
4	WHP	11/02/12-11/05/12		M-F 3p-4p	3p-4p		M----F----	1:00	\$590.00		0.00	NM			
Ⓜ MG for 5.2,19.1,13.1 [MG within Flight]															
5	WHP	11/02/12-11/05/12		M-F 4p-5p	4p-5p		M----F----	1:00	\$1,000.00		0.00	NM			
Ⓜ MG for 5.2,19.1,13.1 [MG within Flight]															
N 14	WHP	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	1:00	1	\$950.00	P-1	0.00	NM	1	\$950.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$950.00		0.00						
N 15	WHP	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	1:00	1	\$8,500.00	P-1	0.00	NM	0	\$0.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$8,500.00		0.00						

Order / Rev: 69326  
Alt Order #: 9854186 /Brad  
Flight Dates: 11/01/12 - 11/06/12

Advertiser: Americans for Prosperity  
Product Desc: Americans for Prosperity  
Estimate: 72

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WHP	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	1:00	1	\$8,500.00	P-1	0.00	NM	0	\$0.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$8,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	10/29/12-11/04/12		Sun Reg 1	7p-8p		-----Su	1:00	<del>(\$8,500.00)</del>	0.00	NM				
See MG 7.2,7.3,7.4,7.5,7.6,7.7,7.8,7.9 [Preempted by NSM]															
N16	WHP	11/05/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	1:00	1	\$650.00	P-1	0.00	NM	1	\$650.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$650.00		0.00						
N17	WHP	11/05/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	1:00	1	\$650.00	P-1	0.00	NM	1	\$650.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$650.00		0.00						
N18	WHP	11/05/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$800.00		0.00						
N19	WHP	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	1:00	1	\$3,000.00	P-1	0.00	NM	0	\$0.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$3,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	11/05/12-11/11/12		M-F 7p-730p	7p-730p		M-----	1:00	<del>(\$3,000.00)</del>	0.00	NM				
See MG 13.3,13.4,13.5 [Due to Political] Due to Political															
N20	WHP	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$4,000.00		0.00						
													Totals	34	\$54,250.00